



## **DESIGN MANAGER, USER EXPERIENCE (UX)**

PADI, the global leader in Scuba Diver Training, is searching for a full-time **Design Manager, User Experience** at our corporate headquarters in Rancho Santa Margarita, California. PADI offers its employees a unique culture centered around an active lifestyle, fun and hardworking colleagues, interesting work, competitive salary and outstanding benefits. We are an amazing company searching for amazing people to join our team!

At PADI Worldwide, we are putting a renewed focus on product design. We believe in innovation, simplicity, and elegance. Our User Experience (UX) Designers deliver world-class user experiences through a combination of talent & validation; they can empathize with a wide spectrum of personas and craft the product experience accordingly. They conceptualize, design, and prototype new features as well as re-imagine and refactor old ones. Our UX team works with customers first, and secondly engineers, product management, and customer support to determine design requirements, create prototypes, and provide feedback to constantly improve our products.

As manager of the UX team, you will play a lead role in helping transform our design culture through Design Thinking. You'll ensure all digital and in-person product experiences are designed with the end-user and business objectives in mind while leveraging PADI's brand and design standards.

Ideal candidates are recognized thought leaders in the industry who have a proven track record of leading and delivering elegant, world-class designs in fast paced collaborative team environments.

Strong candidates will be able to demonstrate a track record of advancing business goals and solving unmet user needs, leading and influencing in a cross-functional context, and using research and data driven decision making to inform the design of the experience.

The Design Manager, User Experience reports into the VP of Design.

### **What You'll Be Doing**

#### **Management:**

- Actively assists in finding freelancers and new team members
- Provides supervision and feedback to direct reports
- Trains and supervises User Experience Designers including freelancers
- Participates in resource allocation with the VP of Design

#### **Responsibilities:**

- Apply design thinking to the end-to-end customer experience
- Identify key opportunities to improve user experience across the organization and oversee the entire process from inception through delivery
- Develop, apply, and help oversee design, component, and brand standards across the UX team by evolving the PADI design system
- Understand our various customers and cater the product to their needs
- Seek out and discover valuable learnings and insights that help define and drive opportunities to improve user experiences
- Translate business goals and requirements into effective digital experiences that help customers

- Develop, apply, and help oversee user research findings to enable designers to conduct usability validation and A/B testing
- Work closely with other cross-functional stakeholders such as Product Managers, Program Managers and Development teams to enable our designers to bring their designs to life

## **Education, Skills and Experience**

### **Experience:**

- 10+ years' experience in designing consumer and enterprise products and applications
- Bachelor's degree in Design, Visual Communication, Information Sciences, Human-Computer Interaction, or related field. Master's degree in Human-Computer Interaction or related field preferred.
- At least 7 years of experience designing user experiences and touch points in digital and analog settings
- At least 3 years of experience working with agile team of product managers, designers and developers
- At least 1 year of experience working within Atlassian JIRA for project management
- Experience with design system frameworks (e.g. Bootstrap) and Brad Frost's Atomic design methodology
- Experience with Design Thinking and Lean UX methodologies
- A solid understanding of both quantitative and qualitative user research methods
- Experience in data-driven analytics capabilities
- Experience presenting to and influencing senior management

### **Leadership Skills:**

- Ability to manage and oversee a team of user experience designers and work on multiple projects with rapid development deadlines
- Ability to effectively collaborate with executives, managers, product managers, engineers, and researchers to define, conceptualize, and design user-facing products
- Ability to partner with the VP of Design to define the holistic product experience and to ensure deliverables are consistent with the user experience design vision
- Ability to champion user experience design throughout the company and contribute to making it an essential process for improvement and innovation
- Ability to serve as a subject matter expert and thought leader on user experience design across the company, as well as the broader design community (e.g. presenting at conferences, writing articles, teaching, etc.).
- Ability to provide design guidance and mentorship to user experience designers
- Ability to work independently with a minimum amount of supervision
- Knowledge of rapid design/development methodologies
- Strong analytical skills, problem solving, and technical skills
- Ability to work cross-functionally under pressure
- Ability to lead analysis/planning sessions
- Excellent written and interpersonal communication skills
- Ability to self-manage multiple design projects and deadlines

Founded in 1966, PADI has grown consistently through our 53 years in business, continually raising the bar for the industry for which we have such passion. We know who we are as an organization but never let that hold us back from reinventing ourselves and keeping our mission modern and relevant. One thing that stays consistent is our mission to be "The Way the World Learns to Dive". PADI has

certified over 27 Million divers during our history, an achievement no other scuba diving agency can claim.

PADI strives to create a work environment that respects individual contribution while maintaining a strong team approach for successful execution of business objectives. The executive team believes in a work-life balance that enables employees to meet their personal and family needs with flexible hours and a robust benefits offering.

If this job sounds interesting to you, and you meet these requirements described above, we'd like to get to know you! Please submit your resume & salary requirements at [jobs@padi.com](mailto:jobs@padi.com). To learn more about our company visit us at [www.padi.com](http://www.padi.com). Applicants must possess the permanent right to work in the United States.

PADI is The Way the World Learns to Dive.  
<https://www.youtube.com/watch?v=w8-KIkOUWME>